

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1 and 23 in accordance with the following:

1. (CURRENTLY AMENDED) An information decision computing apparatus for marketing a particular promotion product responsive to inputting information identifying the particular promotion product, comprising:

a replacement product finder unit ~~that finds~~ finding previously purchased products that are suitable to be replaced by the particular promotion product based on product specification information specifying the particular promotion product, where the products suitable to be replaced are found by comparing the specification information of the particular promotion product to specification information of previously purchased products;

a target customer finder unit ~~that searches~~ searching for target customers based on their having previously purchased the products suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the products suitable to be replaced;

a transaction tendencies analyzer ~~that determines~~ determining transaction tendencies of the target customers by analyzing the transaction histories with respect to the target customers, where the determined transaction tendencies reflect common general properties of products that the target customers tended to purchase; and

a ~~determiner~~ determining unit that individually fits a product description to the transaction tendencies of each of the target customers determined by the transaction tendencies analyzer by selecting a product description, from among a plurality of different product descriptions, each different product description having different product description content that corresponds to respective transaction tendencies of the target customers; and

where information decision computing apparatus uses ~~using~~ the individually fitted product descriptions so as to individually inform the target customers of the particular promoting product, whereby the same particular promotion product is promoted to the target customers using the different customer-specific product descriptions.

2. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer further comprises a transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product type listed in the transaction history of the target customer.

3. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer further comprises:

a product type conversion table that converts a product type into at least one transaction tendency of the target customer, where said product type conversion table is recorded in a recording medium; and

a transaction tendencies determiner that determines at least one transaction tendency of the target customer by converting at least one product type listed in the transaction history of the target customer by using the product type conversion table.

4. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer further comprises a transaction tendencies determiner that determines at least one of the target customer transaction tendency in accordance with at least one product rank listed in the transaction history of the target customer.

5. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer further comprises;

a product rank conversion table that converts a product rank into at least one transaction tendency of the target customer, and said product rank and conversion table are recorded in a recording medium; and

a transaction tendencies determiner that determines at least one product rank listed in the transaction history of the target customer by using the product rank conversion table.

6. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein said determiner further comprises:

a first transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

a second transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer; and

said determiner decides on product introduction information that fits the tendencies of the target customer based on the transaction tendencies of the target customer decided by the first transaction tendencies decision part and the second transaction tendencies decision part.

7. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein the product introduction information is used to promote, to the target customer, new products that fit the tendencies of the target customer.

8. (PREVIOUSLY PRESENTED) The information decision apparatus as claimed in claim 1, wherein the product introduction information is used to promote, to the target customer, used products that fit the tendencies of the target customer.

9-22. (CANCELLED)

23. (CURRENTLY AMENDED) An information decision computing apparatus, comprising:

a target customer finder unit that finds-finding target customers who purchased a commodity suitable to be replaced that has a lower performance level than a promoting commodity, the finding based on identifying the promoting commodity;

a transaction tendencies analyzer ~~that determines-determining~~ individual transaction tendencies of the target customers by analyzing a transaction history for each of the target customers, where the determined transaction tendencies reflect common general properties of commodities that the target customers have tended to purchase;

a tendency matrix table that categorizes the transaction tendencies into at least two categories and indicating different commodity description information by a combination of the

transaction tendencies, where the two categories comprise a speed purchasing tendency and a system type purchasing tendency; and

an information decision ~~part that decides~~ unit deciding on the commodity description information for the target customers by referring to the tendency matrix table based on the individual transaction tendencies of the target customers, where the apparatus causes the commodity description information to be sent to the target customers.

24. (CURRENTLY AMENDED) A computer-implemented method of information decision, comprising:

finding a commodity suitable to be replaced by a promoting commodity based on commodity specification information specifying a promoting commodity, where the commodity to be replaced is found by comparing the specification information of the promoting commodity to specification information of previously purchased commodity;

finding a target customer who purchased the commodity suitable to be replaced by searching transaction histories of a plurality of customers for customers that previously purchased the commodity suitable to be replaced;

determining transaction tendencies of the target customer by analyzing the transaction histories with respect to the target customer, where the determined transaction tendencies reflect common general properties of commodities that the target customer has tended to purchase;

custom fitting a commodity description to the transaction tendencies of the target customer by selecting, from among a plurality of commodity descriptions, the commodity description having content that corresponds to the transaction tendencies of the target customer; and

sending the custom commodity description information to the target customer when promoting the promoting commodity to the target customer.

25-29. (CANCELLED)

30. (PREVIOUSLY PRESENTED) A computer-implemented method, comprising:
based on a specific promotion production, automatically determining different purchasing tendencies of different customers by analyzing transaction histories of the customers;
automatically obtaining different product descriptions for different determined purchasing

tendencies, where each different product description includes different product description information corresponding to its respective purchasing tendency, and where a product description is obtained based on its correspondence to the respective purchasing tendency; and promoting the same specific promotion product to at least some of the target customers using the different selected product descriptions, whereby at least some of the target customers receive different product description information in relation to the same promotion product.